

Bruzzo Chris  
Form 4  
November 03, 2017

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Bruzzo Chris

2. Issuer Name and Ticker or Trading Symbol  
ELECTRONIC ARTS INC. [EA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
209 REDWOOD SHORES  
PARKWAY

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/01/2017

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ 10% Owner  
 Other (specify below)  
EVP, Chief Marketing Officer / EVP, Chief Marketing Officer

(Street)  
REDWOOD CITY, CA 94065

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	11/01/2017		S	800 <sup>(1)</sup> D	\$ 113.1338 <sub>(2)</sub>	40,662	D
Common Stock	11/01/2017		S	500 <sup>(1)</sup> D	\$ 114.146 <sub>(3)</sub>	40,162	D
Common Stock	11/01/2017		S	100 <sup>(1)</sup> D	\$ 114.84	40,062	D
Common Stock	11/01/2017		S	100 <sup>(1)</sup> D	\$ 116	39,962	D

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 3)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bruzzo Chris 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065			EVP, Chief Marketing Officer	EVP, Chief Marketing Officer

## Signatures

By: Deborah Berenjfoorosh, Attorney-in-Fact For: Chris Bruzzo 11/03/2017

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This sale was effected pursuant to a 10b5-1 trading plan established by Mr. Bruzzo on May 11, 2017.  
Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$112.70 to \$113.69. Electronic Arts
- (2) Inc. undertakes to provide to the staff of the S.E.C. or a security holder full information regarding the number of shares purchased or sold at each separate price.  
Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$113.73 to \$114.47. Electronic Arts
- (3) Inc. undertakes to provide to the staff of the S.E.C. or a security holder full information regarding the number of shares purchased or sold at each separate price.

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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